
Yole Développement appoints Steven LaFerriere as Director of Northern America Business Development



LYON, France – January 28, 2015 – [Yole Développement](#) (Yole), the “More Than Moore” market research, technology and strategy consulting company, welcomes Steven LaFerriere as its new Business Development Director for the Northern America region.

As a Business Development Director, Steven LaFerriere will drive Yole’s activities in this geographic area.

Steve will present to the disruptive semiconductor industry, Yole’s market research publications, including collection of technology & market reports, manufacturing cost simulation tools, component reverse engineering & costing analysis and patent investigation, across the following research topics: MEMS, Imaging, Power Electronics, Advanced Packaging, LED, and Medical Technologies... Detailed description of Yole’s publications is available on [I-Micronews website](#). Moreover, with a close collaboration with Yole’s technology & market analysts, he will develop custom’s projects that fit with client needs. Under this context, Steven will build strong relationships with potential and existing customers.

Steve will be part of the main US trade shows & conferences selected by Yole’s team, all along 2015 (Agenda available on the website, [www.yole.fr](#)).

*“As Yole Développement’s Director of Northern America Business, my goal is to assist our customers by providing them the information required to understand emerging technology trends, competitive market positions, and actionable data sets”, says **Steve LaFerriere at Yole.**” I look forward to using my 20+ years of industry experience to guide Yole’s Northern American client base with dynamic research analysis”, he adds.*

Steven has more than 20 years of experience as a sales executive in the electronics marketplace, with an outstanding track record of customer problem solving. Prior to joining Yole, he was a Senior Account Manager at IHS Corporation.

His career also includes marketing positions and technical sales support at Avnet Electronics.

Steven is a graduate of California State University Long Beach in Southern California.

“Steve’s joining of Yole as Business Development Director is an important step forward for our activities in Northern America”, says Jean-Christophe Eloy, President & CEO of Yole. “Steve brings an outstanding knowledge of the North America business through his past experiences. It is a pleasure for our company and its team to partner with him and lead a future North American growth”.

About Yole Développement – www.yole.fr / www.i-micronews.com

Founded in 1998, Yole Développement has grown to become a group of companies providing marketing, technology and strategy consulting, media in addition to corporate finance services. With a strong focus on emerging applications using silicon and/or micro manufacturing, Yole Développement group has expanded to include more than 50 collaborators worldwide covering MEMS, Compound Semiconductors, LED, Image Sensors, Optoelectronics, Microfluidics & Medical, Photovoltaics, Advanced Packaging, Manufacturing, Nanomaterials and Power Electronics. The group supports industrial companies, investors and R&D organizations worldwide to help them understand markets and follow technology trends to develop their business.

CONSULTING

- Market data & research, marketing analysis
- Technology analysis
- Reverse engineering & costing services
- Strategy consulting
- Patent analysis

MEDIA & EVENTS

- i-Micronews.com, online disruptive technologies website
- @Micronews, weekly e-newsletter
- Technology Magazines dedicated to MEMS, Advanced Packaging, LED and Power Electronics
- Communication & webcasts services
- Events: Yole Seminars, Market Briefings

CONTACTS

For more information about:

- Consulting Services: Jean-Christophe Eloy (eloy@yole.fr)
- Financial Services: Géraldine Andrieux-Gustin (Andrieux@yole.fr)

REPORTS

- Collection of technology & market reports
- Manufacturing cost simulation tools
- Component reverse engineering & costing analysis
- Patent investigation

FINANCIAL SERVICES

- Mergers & Acquisitions
 - Due diligence
 - Fundraising
 - Coaching of emerging companies
 - IP portfolio management & optimization
- More information on www.yolefinance.com

- Reports business: David Jourdan (jourdan@yole.fr)
- Press relations: Sandrine Leroy (leroy@yole.fr)

###